

Building Better Opportunities

Project outline

For use in England only



Project reference	Project 1 of 1 - Social inclusion - multiple and complex needs
LEP area	Gloucestershire LEP
ESF Thematic Objective	9: Promoting social inclusion and combating poverty
ESF Investment Priority	1.4: Active inclusion
Funding available	£3,165,200
Project start period	March 2016 to August 2016
Latest date for completion	December 2019
Date open for applications	Friday 5 June 2015
Deadline for stage one applications	12 noon on Monday 3 August 2015

Important information about this project outline

This project outline represents just one strand of the overall funding that is available through Building Better Opportunities. As this is a joint programme with the European Social Fund, we will only consider applications that clearly meet a project outline and meet the requirements set out in our **programme guide**.

As you read this project outline, please note the following:

- This project outline is subject to any changes made to the ESF Operational Programme in England when it is officially adopted by the European Commission. The Fund will upload any updates to <https://www.biglotteryfund.org.uk/esf>. It is your responsibility to review the page regularly to keep abreast of any changes that may impact on your application.
- You must apply for the full amount of **funding available** shown, which we will award to just one applicant or partnership to deliver the project described in this outline.
- The project must be delivered in the **LEP area(s)** shown and within any specific **project location** we've identified within this outline.
- You must plan to **start** and **complete** your project by the dates indicated. By 'complete' we mean that you must have spent and claimed all of the grant and closed your project.
- Your proposed project must align with the **project description** we've provided within this outline and include any specific activities listed.
- You must submit your stage one application by the **deadline** we've given above.
- Your proposed project should include appropriate links to potential employers and self-employment opportunities. The specific interventions must enable a comprehensive assessment of an individual's needs that are tailored to help them move towards work and out of poverty.
- You must demonstrate that the activities you are proposing will be additional to any national and statutory provision. This could include for example: wrap around support that works with people to overcome the barriers that prevent them engaging effectively with statutory provision, or more in-depth and intensive support to the most disadvantaged people, which they can access alongside the statutory provision they are entitled to.
- Activities must be locally accessible and be led by skilled front line staff.
- The people who will benefit from the project must come from the eligible participant groups we've identified in our programme guide, with a specific focus on those unemployed or economically inactive, furthest from the labour market, and most at risk of social exclusion. We may also specify particular **project participants** within this outline that must benefit from some or all of the activities you'll deliver.
- You must be confident that you'll be able to deliver the **project outputs and results**, taking into account the value, length and nature of the project we've described. We will monitor the delivery of the project to ensure these outputs and results will be met over its lifetime.
- You should have experience of delivering similar services and of identifying and working with people who face significant challenges in engaging with the labour market. You must demonstrate an understanding of the needs of local people, and show how you will work with existing local providers of related services and engage those most in need in the local area.
- Organisations can be involved in more than one application, either as a lead or a partner. However, lead partners might set their own requirements on partners' involvement in other applications so please check local requirements with the lead partner.
- Subject to satisfactory performance, there may be the potential to extend the project duration and/or increase the funding available for this project once activities have commenced.

If you think your organisation, or a partnership led by your organisation, would be able to deliver the project we've described then you can request a stage one application form on our website www.biglotteryfund.org.uk/esf.

Project background

Gloucestershire is a relatively affluent area, however there are some pockets of persistent deprivation in the county. According to the Index of Multiple Deprivation 2010, there are 367 Lower Super Output Areas (LSOAs) in Gloucestershire across the county's six districts. There are 27 LSOAs among the most deprived 20 per cent nationally and two are within the most deprived 5 per cent nationally. These areas are mainly located in the inner urban areas of Cheltenham and Gloucester, but also in some rural areas. The types of deprivation identified are related to individuals with multiple, complex needs and also young people experiencing financial exclusion.

As a result of the recession, the proportion of people in Gloucestershire classified as long-term unemployed has increased. This is a concern, as those who have been out of employment the longest are least likely to possess the skills and experience that employers are seeking and will find it increasingly harder to find work. The proportion of the unemployed who are very long-term unemployed (more than one year) has risen in the last two years, from 17.7 per cent in August 2011 to 27.1 per cent in August 2013. The number of long-term unemployed (over six months) locally rose from 1,600 in August 2008 to 4,550 in August 2012, before falling back to 4,050 in August 2013. This hardening of long term unemployment, which can lead to a loss of skills and the motivation to work, is therefore an important issue as the labour market continues to recover.

There are pockets of high unemployment in parts of the county where there are also challenges around deprivation and social inclusion. While the unemployment rate in Gloucestershire is low compared with the national average, the LEP area includes 19 wards in which the unemployment rate is higher than the national average. According to data from the 2011 Census, the unemployment rate among 16-74 year old adults in the Matson and Robinswood and Barton and Tredworth wards in Gloucester were both around 50 per cent higher than the England average (4.4 per cent). The 19 wards with adult unemployment above the England average are in a mix of urban centres and rural areas. Five are found in urban Gloucester and Cheltenham and the Forest of Dean has four of the worst affected wards.

Gloucestershire VCS Alliance undertook consultations with 51 local organisations to feed into the ESIF Strategy for Gloucestershire. The findings indicated a strong need and desire for improved support for people with multiple and complex barriers and for improved financial inclusion. These findings are supported by statistical evidence available through NOMIS which clearly shows that inactivity across the county affects far greater numbers of individuals than is indicated by the Jobseekers Allowance (JSA) claimant level.

This project has been specifically designed to fill locally-identified gaps in support. The project will build on, complement and go beyond existing provision, such as the Work Programme, Troubled Families and other local employment support provision.

Project aim

This project aims to provide support and positive interventions to people with multiple and complex needs facing disadvantage in accessing the labour market. The project will also provide support to young people and/or families dealing with financial exclusion. It will support both groups to move closer towards and into employment.

This project should work with local intelligence to respond effectively and appropriately to the needs of people experiencing disadvantage, especially people with physical or learning disabilities, older working age people, and young people (especially those with low financial literacy). There will be a particular focus on beneficiaries who experience combinations of these issues and subsequent compounded layers of disadvantage in accessing work.

Approaches should be specific to the needs of each group, person-centred and will work to empower target groups themselves to address issues affecting them.

Project description

The specific activities to be delivered through this project should be determined by applicants and clearly articulated in the stage one application form, but possible activities could include:

- helping participants overcome barriers to work;
- raising confidence, fostering motivation and providing the skills that will help participants take advantage of opportunities leading to employment or income through enterprise;
- locally-targeted activity will to change inter- and intra- generationally transmitted attitudes towards money, work and employability;
- support people to improve their financial capability (the knowledge, skills, confidence and motivation to be able to manage their money well) and their awareness of and use of appropriate financial products and services.

Applicants are encouraged to consider a wide range of innovative delivery models.

Project location

The project should be delivered across the Gloucestershire LEP area to enable access across all six districts (Tewkesbury, Forest of Dean, Cotswolds, Stroud, Cheltenham and Gloucester) and to respond effectively and appropriately to the needs of people experiencing disadvantage.

Project participants

All participants must be unemployed or economically inactive as defined in our programme guide.

The project will have a specific focus on those people within the Gloucestershire LEP area who are out of work, furthest from the labour market and people who are most at risk of social exclusion. There should be a special focus on people with multiple and complex needs and young people and/or families dealing with financial exclusion. This includes, but is not limited to:

- people with no qualifications;
- young people, especially those not in education, employment or training (NEETs);
- people in geographical areas where intergenerational issues are common;
- people who are long term unemployed;
- people with mental and physical health problems;
- people with Learning Difficulties and/or Disabilities;
- carers (for their own children, parents or other children, including teenage pregnancies/mothers);
- those looked after/ in care / care leavers;
- ex-offenders and those supervised by the Youth Offending Team;
- people with substance abuse issues;
- homeless people;
- women returning to the labour market after a break in employment;
- people with English language needs;
- other disadvantaged groups including people from Black and Minority Ethnic (BAME) communities.

Whilst we can support activities for young people between the ages of 15 and 18, there is a new statutory requirement for this age group to remain in education, employment or training. We can only pay for activities working with young people who are aged 16-29 and who are not in education, employment or training (NEET) and young people aged 15-18 who are NEET or at risk of becoming NEET. Young people below the age of 15 are ineligible participants. Unless the project is specifically aimed at young people, those aged 29+ remain eligible participants.

Project outputs and results

The project must deliver the following outputs and results within its lifetime:

- At least 801 people are engaged in activities to improve their work readiness, including at least:
 - 401 men;
 - 400 women;
 - 400 people who are unemployed;
 - 401 people who are economically inactive;
 - 127 people who are 50 or older;
 - 163 people with disabilities;
 - 38 people from ethnic minorities.

N.B. each person can be counted against more than one category.

- At least 13 per cent of the people enrolled on the project move into education or training on leaving.
- At least 13 per cent of people move into employment, including self-employment, on leaving. Of these, 50 per cent must have been unemployed when joining the project and 50 per cent must have been economically inactive.
- At least 27 per cent of people who were economically inactive when joining the project move into job-search on leaving.
- In addition, you must ensure that anyone who needs access to childcare in order to participate in the project receives childcare support. This will be checked through a survey run by the Managing Authority.

These are the **minimum** targets we expect your project to deliver within its lifetime. Tell us if you will be able to support more people through the project, as this could have a bigger impact. Our assessment of your stage one application will take into account the different types of change that participants of the project will experience. If you are successful at stage one, we will ask you to develop a set of project outcomes that you will deliver alongside the outputs outlined above.